

## IN THE CLAIMS:

Please cancel claims 2 and 12.

Please amend claims 1, 5, 6, 8-11, and 16 to read as follows (and as shown in the accompanying sheet entitled VERSION WITH MARKINGS TO SHOW CHANGES MADE). For Examiner's convenience, a list of all pending claims is shown in the accompanying sheet entitled PENDING CLAIMS.

1. A method for sharing centralized user profile information to provide customized services to a user, comprising:

- (a) storing user profile information in a centralized database, wherein the centralized database is Internet-accessible;
- (b) storing at least one Activity in the centralized database, wherein the at least one Activity is a calendar object, email object, contact list object, task list object, or note object;
- (c) providing a user access to the centralized database from an Internet enabled device for allowing the user to update the user profile information, wherein a profile gateway server is configured between the Internet enabled device and the centralized database, and wherein the profile gateway server manages permissions and access to the centralized database server;
- (d) receiving permission from the user to allow a third party to access a public subset of the user profile information, wherein the profile gateway server manages access to the centralized database permitted to the third party;
- (e) providing the third party access to the public subset of the user profile information on the centralized database, wherein the profile gateway server is configured between the third party and the centralized database;
- (f) providing customized personal services from the third party to the user, wherein the customized personal services are based on the public subset of the user profile information;
- (g) storing transaction information regarding the customized personal services in the centralized database; and
- (h) synchronizing the centralized database and the Internet enabled device so that the centralized database and the Internet enabled device both contain the at least one Activity previously stored either on the Internet enabled device or on the centralized database.

5. The method for sharing centralized user profile information to provide customized services to a user as recited in claim 1, further comprising updating a third-party application based on a change in the user profile information.
6. The method for sharing centralized user profile information to provide customized services to a user as recited in claim 1, further comprising storing rules in the centralized database indicative of information usage in the user profile information.
8. The method for sharing centralized user profile information to provide customized services to a user as recited in claim 1, wherein the profile information is grouped in an optimal manner for a third-party target application.
9. The method for sharing centralized user profile information to provide customized services to a user as recited in claim 1, wherein the Internet enabled device is a gas meter, electricity meter, telephone, television, computer, smart card, pocket organizer, personal digital assistant, vehicle, kitchen appliances, lights, security system or home monitor.
10. A system that manages shared centralized user profile information to provide customized services to a user, comprising:
  - (a) a processor;
  - (b) a memory that stores information under the control of the processor;
  - (c) a code segment that stores user profile information in a centralized database, wherein the centralized database is Internet-accessible;
  - (d) a code segment that stores at least one Activity in the centralized database, wherein the at least one Activity is a calendar object, email object, contact list object, task list object, or note object;
  - (e) a code segment that provides a user access to the centralized database from an Internet enabled device for allowing the user to update the user profile information, wherein a profile gateway server is configured between the Internet enabled device and the centralized database, and wherein the profile gateway server manages permissions and access to the centralized database server;
  - (f) a code segment that receives permission from the user to allow a third party to access a public subset of the user profile information, wherein the profile gateway server manages access to the centralized database permitted to the third party;
  - (g) a code segment that provides the third party access to the public subset of the user profile information on the centralized database, wherein the profile gateway server is configured between the third party and the centralized database;
  - (h) a code segment that provides customized personal services from the third party to the user, wherein the customized personal services are based on the public subset of the user profile information;
  - (i) a code segment that stores transaction information regarding the customized personal services in the centralized database; and

- (j) a code segment that synchronizes the centralized database and the Internet enabled device so that the centralized database and the Internet enabled device both contain the at least one Activity previously stored either on the Internet enabled device or on the centralized database.

11. A computer program embodied on a computer-readable medium that is executed by a computer to manage shared centralized user profile information to provide customized services to a user, comprising:

- (a) a code segment that stores user profile information in a centralized database, wherein the centralized database is Internet-accessible;
- (b) a code segment that stores at least one Activity in the centralized database, wherein the at least one Activity is a calendar object, email object, contact list object, task list object, or note object;
- (c) a code segment that provides a user access to the centralized database from an Internet enabled device for allowing the user to update the user profile information, wherein a profile gateway server is configured between the Internet enabled device and the centralized database, and wherein the profile gateway server manages permissions and access to the centralized database server;
- (d) a code segment that receives permission from the user to allow a third party to access a public subset of the user profile information, wherein the profile gateway server manages access to the centralized database permitted to the third party;
- (e) a code segment that provides the third party access to the public subset of the user profile information on the centralized database, wherein the profile gateway server is configured between the third party and the centralized database;
- (f) a code segment that provides customized personal services from the third party to the user, wherein the customized personal services are based on the public subset of the user profile information;
- (g) a code segment that stores transaction information regarding the customized personal services in the centralized database; and
- (h) a code segment that synchronizes the centralized database and the Internet enabled device so that the centralized database and the Internet enabled device both contain the at least one Activity previously stored either on the Internet enabled device or on the centralized database.

16. A computer program embodied on a computer-readable medium as recited in claim 11, further comprising a code segment that stores rules in the centralized database indicative of information usage in the user profile information.